



**Islamic Republic Of Afghanistan
Kabul Municipality**



MEDIA RELATIONS STANDARD OPERATING PROCEDURE

H.E Mohammad Yonus Nawandesh

Signature: _____



Islamic Republic Of Afghanistan Kabul Municipality



References: [Procedure Working Group Resolution No. #]

Definitions: The following definitions apply to this Standard Operating Procedure:

Spokesperson: refers to a person designated for response to media inquiries. For general and citywide inquiries, the spokesperson will be the Mayor or head of Publications Department. For district related issues, the spokesperson will most often be the District Manager.

Primary Contact: refers to the head of Publications Department who will serve as the primary source of information, providing background information about issues, projects and service.

Routine media requests refer to factual or inconsequential nature issues i.e. special event schedule that may be responded by head of departments and deputies.

Non-routine media requests refer to those inquiries that require special information in particular in emergency situations.

Sensitive and controversial issues refer to those issues that should be immediately forwarded to Publications Department in order to prepare for or respond to media inquiries. These issues mostly become headlines for the news media and KM public information staff should respond appropriately and as soon as possible.

News Releases refer to those drafts that will be prepared and issued by the head of Publications Department when newsworthy information becomes available or as events occur.

News Briefings refer to events that may be conducted to educate the news media about potentially controversial issues and provide reporters an opportunity to ask in-depth questions. In these briefings, reporters will be provided with background information/ materials, fact sheets and explanatory materials. These briefings will be arranged by Publications Department.

Press Conferences refer to events that will be held at the direction of the Mayor to announce or respond to an issue of significance or controversy with a united voice pertaining to facts, information, rules, and emergency or crisis situation or the established policy/rules of the city. Press conferences show transparency and accountability of KM to respond to the citizens' concerns and share related information. These conferences must be planned in advance by Publications Department.

Applicability: This Standard Operating Procedure applies to all Kabul Municipality media related activities.

Policy: It is the policy of Kabul Municipality to inform the citizens about its activities, new city rules and raise awareness on public service delivery and citizens' responsibilities to help Kabul Municipality to improve the city.

Procedures:



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1. It is the responsibility of employee to immediately notify their supervisor or Department Director of significant events or issues that occur and may be of major interest to the general public.
2. It is the responsibility of Department Directors to immediately notify the Deputy Mayor or Publications Department of significant events or issues that occur within their department and may be of major interest to the general public.
3. Upon receiving a media inquiry that requires additional information the Publications Department staff are unable to provide, the inquiry will be immediately forwarded to the appropriate Department Director. No employee shall provide media interviews unless approved by the Department Director and head of Publications Department. KM staff should respond to inquiries within their purview. They should not respond to matters that do not directly relate to their professional responsibility at KM. they should not offer legal opinions on KM policies or activities.
4. Media inquiries shall be responded within 2-4 hours of receiving the request.
5. Administrative staff shall give priority to phone calls from journalists.
6. The head of Publications Department will prepare press releases.
7. The Mayor has overall authority and responsibility for dissemination of information on KM. The head of Publications Department will prepare background information. The Mayor or his deputy for public services will review and approve all press releases prior to distribution.
8. The head of publications department shall maintain a media contact list.
9. Press releases shall be distributed electronically via email and through print and electronic media.
10. Press releases shall be posted to KM's official website.

PREPARED BY:

Head of Publications Department

APPROVED BY:

Mohammad Yonus Nawandesh
Kabul City Mayor